




MELISSA NOHRA

DIGITAL ENTHUSIAST

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WORK EXPERIENCE

SENIOR DIGITAL MARKETING SPECIALIST | *CALIA GROUP, BEIRUT*

12/2023 – PRESENT

- OVERSEE ALL ASPECTS OF SOCIAL MEDIA MANAGEMENT FROM STRATEGY TO EXECUTION, ENSURING ALIGNMENT WITH BRAND GOALS AND AUDIENCE ENGAGEMENT.
- DEVELOP AND IMPLEMENT SEASONAL BUDGETS FOR DIGITAL MARKETING CAMPAIGNS, ENSURING OPTIMAL ALLOCATION OF RESOURCES TO MEET TARGETS.
- COORDINATE AND MANAGE THE PLACEMENT AND UPDATING OF OUTDOOR BILLBOARDS AND IN-MALL ADVERTISING TO ENSURE THEY REFLECT CURRENT PROMOTIONS AND BRAND MESSAGING.
- ENSURE ALL ADVERTISING VISUALS IN STORES ARE CURRENT AND CORRECTLY ALIGNED WITH SEASONAL CAMPAIGNS.
- PLAN AND EXECUTE EVENTS THAT ENHANCE BRAND VISIBILITY AND ENGAGEMENT, WORKING CLOSELY WITH INTERNAL TEAMS AND EXTERNAL VENDORS TO ENSURE SUCCESSFUL DELIVERY.
- DESIGN AND DEVELOP PROMOTIONAL MATERIALS SUCH AS GIFT VOUCHERS, GIFT BAGS AND DISCOUNTS TO DRIVE CUSTOMER ENGAGEMENT AND SALES.
- COLLABORATE WITH INFLUENCERS TO EXPAND BRAND REACH AND ENGAGE NEW AUDIENCES THROUGH INNOVATIVE CAMPAIGNS.
- WORK CLOSELY WITH STORE MANAGERS TO ENSURE VISUAL DISPLAYS AND MARKETING MATERIALS ARE EXECUTED AS PLANNED.
- ANALYZE CAMPAIGN PERFORMANCE DATA TO MEASURE SUCCESS AND ROI, AND ADJUST STRATEGIES ACCORDINGLY TO OPTIMIZE RESULTS.

SOCIAL MEDIA MANAGER | *FOUANI FMCG, BEIRUT / NIGERIA*

07/2022 – 12/2023

- CREATE ENGAGING AND RELEVANT CONTENT FOR ALL SOCIAL MEDIA PLATFORMS, INCLUDING STILL POSTS, VIDEOS, REELS, INFOGRAPHICS, BLOGS AND IN-STORE VISUALS.
- DEVELOP A DETAILED MARKETING CALENDAR OUTLINING ANY CAMPAIGNS AND ALL THE CONTENT FOR ALL SOCIAL MEDIA PLATFORMS.
- IMPLEMENT STRATEGIES TO INCREASE FOLLOWERS, LIKES, SHARES, AND OVERALL ENGAGEMENT.
- TRACK AND ANALYZE KEY SOCIAL MEDIA METRICS (REACH, ENGAGEMENT, CONVERSIONS, ETC.) USING ANALYTICS TOOLS.
- PREPARE REGULAR REPORTS TO SHOWCASE THE PERFORMANCE OF SOCIAL MEDIA CAMPAIGNS AND SUGGEST IMPROVEMENTS.
- IDENTIFY AND COLLABORATE WITH RELEVANT INFLUENCERS TO PROMOTE THE BRAND AND REACH A WIDER AUDIENCE WHILE TRACKING THEIR IMPACT ON SOCIAL MEDIA METRICS.
- MONITOR SOCIAL MEDIA CHANNELS FOR MENTIONS AND DISCUSSIONS RELATED TO THE BRAND OR INDUSTRY.
- RESPOND TO AND MANAGE ONLINE REPUTATION ISSUES PROACTIVELY.
- PREPARE AND EXECUTE CRISIS COMMUNICATION PLANS FOR HANDLING NEGATIVE FEEDBACK OR SOCIAL MEDIA CRISES.
- COLLABORATE WITH OTHER TEAMS SUCH AS MARKETING, DESIGN, AND CUSTOMER SUPPORT TO ENSURE A CONSISTENT BRAND VOICE AND MESSAGE ACROSS ALL CHANNELS.

ENGLISH COPYWRITER | *JAYPAY, BEIRUT*

07/2021 – 06/2022

- DEVELOP CONTENT STRATEGIES THAT ALIGN WITH THE COMPANY'S MARKETING OBJECTIVES, BRAND IDENTITY, AND TARGET AUDIENCE.
- WRITE AND EDIT VARIOUS TYPES OF COPY, SUCH AS LANDING PAGES, BLOG POSTS, NEWSLETTERS, SOCIAL MEDIA CONTENT, AND EMAIL MARKETING CAMPAIGNS.
- CONDUCT THOROUGH RESEARCH ON THE FOREX MARKET, INDUSTRY TRENDS, AND COMPETITOR ACTIVITY TO ENSURE THAT CONTENT IS INFORMATIVE AND UP-TO-DATE.
- OPTIMIZE ALL WEBSITE CONTENT FOR SEARCH ENGINE VISIBILITY, INCLUDING KEYWORD RESEARCH, ON-PAGE OPTIMIZATION, AND META TAGS.

- COLLABORATE WITH THE DESIGN TEAM TO ENSURE THAT THE VISUAL DESIGN AND LAYOUT OF THE WEBSITE COMPLEMENT THE COPY AND ENHANCE THE USER EXPERIENCE.
- MANAGE MULTIPLE PROJECTS SIMULTANEOUSLY, OFTEN WITH TIGHT DEADLINES, AND PRIORITIZE TASKS BASED ON THEIR IMPORTANCE AND URGENCY.
- PROOFREAD ALL COPY TO ENSURE THAT IT IS ERROR-FREE, GRAMMATICALLY CORRECT, AND ADHERES TO THE COMPANY'S STYLE GUIDELINES AND TONE OF VOICE.

E-COMMERCE & SOCIAL MEDIA EXECUTIVE | HICART.COM, BEIRUT

12/2017 – 06/2021

- MANAGE RELATIONSHIPS WITH SUPPLIERS TO ENSURE TIMELY DELIVERY OF PRODUCTS, MAINTAIN ACCURATE PRODUCT INFORMATION, AND MANAGE INVENTORY LEVELS.
- MANAGE THE ONLINE CATALOG, INCLUDING PRODUCT INFORMATION, IMAGES, AND PRICING.
- ENSURE THAT ALL PRODUCTS ARE CORRECTLY CATEGORIZED AND PRESENTED IN A WAY THAT IS EASY FOR CUSTOMERS TO FIND AND PURCHASE.
- DEVELOP AND EXECUTE MERCHANDISING STRATEGIES, INCLUDING PRODUCT PLACEMENT, PROMOTIONAL OFFERS, AND PRICING STRATEGIES, TO MAXIMIZE SALES AND CONVERSION RATES.
- GATHER AND ANALYZE CUSTOMER FEEDBACK TO UNDERSTAND THE NEEDS, PREFERENCES, AND BEHAVIORS OF TARGET AUDIENCES.
- WORK IN LINE WITH THE SUPPLIERS' MARKETING CALENDARS IN ORDER TO ENSURE AN ALIGNED SOCIAL MEDIA CALENDAR FROM BOTH PARTIES
- MONITOR AND RESPOND TO SOCIAL MEDIA COMMENTS, MESSAGES, AND REVIEWS IN A TIMELY AND PROFESSIONAL MANNER.
- WORK CLOSELY WITH OTHER EMPLOYEES SUCH AS WEBMASTERS, GRAPHIC DESIGNERS AND CUSTOMER SERVICE AGENTS.

DIGITAL MARKETING & SOCIAL MEDIA EXECUTIVE | TOUCH OF ART, BEIRUT

07/2017 – 11/2017

- CREATE ENGAGING CAPTIONS AND HASHTAGS THAT ALIGN WITH THE CLIENT'S BRAND VOICE, TONE, AND MESSAGING.
- MANAGE THE CLIENT'S SOCIAL MEDIA ACCOUNTS, INCLUDING SCHEDULING POSTS, MONITORING ENGAGEMENT, AND RESPONDING TO CUSTOMER COMMENTS AND MESSAGES.
- COLLABORATE WITH THE SENIOR MARKETING TEAM TO DEVELOP A SOCIAL MEDIA STRATEGY THAT ALIGNS WITH THE CLIENT'S MARKETING OBJECTIVES AND TARGET AUDIENCE.
- CONDUCT RESEARCH TO IDENTIFY RELEVANT AND EFFECTIVE HASHTAGS THAT CAN BE USED IN SOCIAL MEDIA POSTS TO INCREASE ENGAGEMENT AND REACH.

MARKETING INTERN | AZADEA, BEIRUT

01/2017 – 04/2017

- ASSIST THE MARKETING TEAM IN DEVELOPING AND EXECUTING MARKETING CAMPAIGNS ACROSS MULTIPLE CHANNELS, SUCH AS SOCIAL MEDIA, EMAIL, AND EVENTS.
- ASSIST IN PLANNING AND EXECUTING EVENTS, SUCH AS STORE OPENINGS, PRODUCT LAUNCHES, AND CUSTOMER APPRECIATION EVENTS.
- ASSIST WITH ADMINISTRATIVE TASKS, SUCH AS SCHEDULING MEETINGS AND ORGANIZING MARKETING MATERIALS.
- ASSIST IN MAINTAINING BRAND CONSISTENCY ACROSS ALL MARKETING CHANNELS AND MATERIALS.



EDUCATION

BACHELORS IN MARKETING | LAU, BEIRUT, LEBANON

09/2012 – 06/2016

HIGH SCHOOL DEGREE | INT'L SCHOOL OF CHOUEIFAT, SABIS, ABU DHABI, UAE

08/1998 – 05/2012



SKILLS

- Microsoft Office
- Email Marketing
- Content Marketing
- CMS Experience
- Google Analytics / GA4
- SEO Tools
- Social Media Advertising
- Consumer Behavior



EXTRACURRICULAR ACTIVITIES

- Co-Founder / Operations Manager for Airbnb homes
- Owner of a Peanut Butter business
- Tutor in English (Including TOEFL / SAT)



LANGUAGES

- Arabic – Native
- English – Fluent
- French - Basic